DRAFT - Overview of

Marketing Strategies

For Pulaski Place

Our goal is to dominate & outperform our market!

Franklin Johnston has a marketing driven philosophy that requires each Associate to strategically position his or her property in the marketplace so as to maximize income, thereby increasing the value of the real estate asset. We believe that this mission will be accomplished through effective marketing. This document will address an overview of our marketing strategies for 2026-27 at Pulaski Place, a tax credit community located in Columbia, SC.

The Franklin Johnston Strategy: Marketing is the job of everyone on the team

We know our target market

We believe in narrowing our focus

**Our Approach- The Four P’s**

At Franklin Johnston, we believe that performing the Basics of Property Management to the best of one’s ability is the key to the successful operation of our communities. Franklin Johnston’s approach is based on the **“Four P’s Principle” – Product, Price, Promotion, and People.**

**Product** refers to all tangible and intangible items that a prospect “buys” when leasing an apartment at our community. These items include the actual apartment home, the community’s amenity package, location, services and lifestyle. Product also includes knowledge of the competition.

**Promotion** includes paid and non‑paid advertising efforts, community outreach, model and mini-model units, dynamic merchandising and resident retention programs.

**People** As a company in the business of delivering personal service, Franklin Johnston believes success is directly related to the kinds of people hired. Hiring the right people with a service-focused commitment, providing hands-on training and supervision, enabling the on-site and supporting supervisory staff to make good business decisions and expecting exemplary performance will drive the community’s overall success.

**Pricing** strategies involve understanding the customer’s perception of value, constant efforts to remain knowledgeable of market position, and if required, short term incentives to boost immediate leasing performance.

**Product – Property Overview**

Pulaski Place is an affordable housing apartment community located in Columbia, SC. Sumter’s top industry is film, and education and boasts a beautiful downtown area with shops in a park-like setting with year-round events scheduled

**Promotion**

The first step to successful marketing and promotion of the community is to educate the consumer. Therefore, a target market must be defined in order to create specific benefits, media selection and customer rapport.

Target Market

Pulaski Place is a Tax Credit Community with minimum income standards that are 2.50 times the monthly rent. For a two-bedroom unit the minimum income is $XXXX and for a three-bedroom unit the minimum income is $XXXX a month. Pulaski Place also has a Maximum income requirement. Maximum Allowable Incomes are based on household size as follows:

Number of Occupants 50% 60%

1

2

3

4

5

6

Pulaski Place also accepts Housing Assistance through the local and state Housing Choice Voucher Program/

The target renter at Pulaski Place must qualify based on the aforementioned income limits, acceptable credit history and criminal background review. The current residents consist of young to middle age persons, most are single with children. Many of our target market currently live with their parents or in other apartment communities. Typically, if an applicant is employed at one of the areas major employers.

Because we know that 85% of purchasing decisions are based on emotional appeal with only 15% on factual information, it is crucial that exciting merchandising be in direct proportion to our new product.

* The leasing environment must be clean and tidy with the office staff professional in their appearance, conduct and manner.
* Effective communication tools, both verbal and non-verbal are essential to a well-delivered presentation.
* Name and brand recognition is the key to all marketing efforts.
* Attention-getting sales collateral should be geared toward target market.
* Realistic goals and timelines must be set.
* Sales promotions such as prize giveaways, free rent contests and time-sensitive specials should be promoted as a direct inducement to lease.
* Trust and credibility must be established.
* Mini-models when utilized and vacant apartments must be sparkling clean and tastefully furnished and accessorized.
* Amenities must be maintained and kept in perfect working order.
* The leasing experience must be fun and memorable.

**Promotion- Tracking**

We believe that maintaining a Marketing Binder is critical. A successful marketer needs to document current advertising and promotions so they can **work** their Marketing Plan. It is also an important tool because it enables us to determine if it was an investment well made or whether to try something else.

A Marketing Binder will include:

* Marketing Timeline- Updated as new marketing opportunities arise.
* Marketing Outreach Logs- Include outreach visits
* Monthly Ads- Sections divided by month with copies of all ads for that respective month and the cost of each. (flyers, post cards, printed pages from website and online advertising ads)
* Promotional Items If applicable- Including contracts, copies or photos of promo items i.e. Key chains, cups, etc.
* Parties & Social Events- Including contracts for events, photos and planning notes for parties and social events
* Current Market Survey- Including grid comp

**Promotion - Brochure**

We utilize a color brochure. This brochure is impressive and practical.

**Promotion - Other Sales Collateral**

Sales collateral helps develop and establish the community brand and incorporates that identity into marketing materials that reflect the property’s quality and the staff’s professionalism. As driven by target studies our philosophy is to vary ads so that they will appeal to a variety of consumers. All sales collateral will indicate fair housing and handicap accessible by using appropriate symbols. Sales collateral will include:

* Letterhead, envelopes and business cards
* Thank you cards with matching envelopes
* Prospect/ Welcome cards

**Promotion - Signage**

* Main Id monument sign
* Bandit teasers if allowed by local code (Budget: $450.00)
* Banners at main entrance to entice drive-by traffic (Budget: $350.00)
* Colorful seasonal flags at entrance (Budget: $500.00)

**Promotion- Sales Model**

We believe that product merchandising makes a difference and is a vital part of any sales presentation. We define merchandising as presenting the product or services in a manner that produces emotional responses or causes an impulse sale.

We will accessorize an apartment to appeal to the lifestyle that we are selling at the subject community. Items will include affordable, trendy accessories from merchants like Wal-Mart, and Target.

**Promotion – Outreach & Marketing Calls**

We realize the importance of viral marketing warfare. We will conduct weekly outreach marketing visits with information packets. Outreach and marketing calls will be recorded on the outreach log.

* Distribution of flyers to local businesses where potential residents shop or gather
* Fax/Email Attack to local businesses and community service agents about our specials
* Contact local government agencies for potential resident
* Resident referral letters sent out to residents

**Promotion- Events & Resident Retention**

Several events will be planned to promote the subject and retain the residents as well as creating a sense of community. Some of those upcoming events are noted below. However, our philosophy is that marketing is dynamic and ever changing…You never know when you might get an opportunity to market! Please refer to the Marketing Timeline section for specific events. The timeline will be updated weekly.

**People**

At Franklin Johnston believe that ultimately it is our people that make a difference. The best laid marketing plans in the world will not have a positive result without the right team of passionate people in place.

**People – Your On-Site Team**

The on-site property team will consist of the following:

|  |  |
| --- | --- |
|  | Property Manager |
|  | Leasing Consultant |
|  | Maintenance Technician |
|  | Courtesy Officer |

**People – Training**

Training is an on-going process to ensure that our associates are well prepared to successfully handle every aspect of their position. Training opportunities include Initial one-on- one training of staff with careful review of Franklin Johnston policies and procedures. Emphasis on Feature/Benefit Selling, Marketing, Leasing, Product Knowledge, Fair Housing, and Customer Service.

Grace Hill Comprehensive on-line training in Marketing, Leasing for a Living, Fair Housing, Customer Service as a Competitive Advantage, and Internet Leasing.

**People – Sales & Closing**

* Leverage marketing dollars by following-up with 100% of prospects.
* Monitor and evaluate all media sources for traffic generation and cost effectiveness; reallocate resources accordingly.
* Establish aggressive leasing goals based on budgeted projections with implementation of weekly/monthly tracking boards.
* Reward leasing team with bonuses. This is currently not budgeted but if determined to be potentially effective management will consult with owner for approval
* Establish Referral Program (merchant and resident)

**Price**

Pricing strategies involve understanding the customer’s perception of value. We believe that price is meaningless without value attached. We will maintain constant, proactive efforts to remain knowledgeable of our market position, we will conduct monthly market surveys with our competition.

**Unit Mix and 2021 Approved Rental Rates:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Unit Mix** | **Number of units** | **Sq. Ft.** | **Unit Code** | **Approved Rate** |
| 1BR |  |  |  |  |
| 2BR |  |  |  |  |
| 3BR |  |  |  |  |
| 1BR ANSI |  |  |  |  |
| 2BR ANSI |  |  |  |  |
| 3BR ANSI |  |  |  |  |
| Total |  |  |  |  |

**Resident Fees and Charges**

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| --- | --- | --- |
| **Fee** | **Amount** | **Comments** |
| Application Fee | $25.00 |  |
| Security Deposit | $500.00 |  |

**Communication**

In order to schedule, track and measure our marketing plan as well as to make certain that everyone is on the same page and aware of current marketing efforts. This section of our plan addresses the tools dedicated to communication.

* **Communication log** will show specific meetings, conversations and other pertinent information. This form will be maintained daily by the property manager and emailed weekly to the Regional Property Manager.
* **Outreach Marketing log** will show specific outreach marketing calls and be emailed weekly to the Regional Property Manager.
* **Marketing Efforts / Results Schedule** will track dates, event/location, the specific effort, target market, who is responsible, comments and results both positive and negative. The Property manager will update this form weekly and email to the Regional Property Manager.
* **Marketing Timeline** will show an annual list of specific dates of marketing opportunities, events and the costs as related to the budget.
* **Owner Communication** will be reviewed and updated through monthly operational meetings. RPM to PM communication and updates will be completed weekly using the aforementioned Communication Log, Outreach Marketing Log, and the Marketing Efforts/Results schedule.

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**Pulaski Place Outreach Marketing Log for week ending**: ***00/00/00***

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| --- | --- | --- | --- | --- |
| **Date** | **Location of visit** (include name of business, organization or department, etc.) | **Contact Person Name / Telephone number** | **Comments** | **Franklin JohnstonRepresentative who made this contact** |
| 00/00/00 |  |  |  |  |
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**Marketing Efforts & Results Schedule**

**Property:** Pulaski Place **Time Period:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Event / Location** | **Effort** | **Target / Goal** | **Who is Responsible** | **Comments** | **Results** |
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**Pulaski Place**

**Columbia, SC**

**Marketing Timeline 2027**

**Note: This timeline includes all events including outreach marketing. The timeline will be updated as specific dates become available or marketing opportunities arise.**

**Asterisk (\*) denotes item will be ongoing during ensuing months**

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| --- | --- | --- | --- |
| **Date** | **Event / Item** | **Budget** | **Who** |
| **Jan- XX** |  |  |  |
| 1-02-XX | Distribute January Newsletter | N/C | Kim |
| 1-03-XX | Order Property brochures for distribution | $100 | Ginger |
| 1-04-XX | Distribute flyers to community employers in Perry and Warner Robins, Chamber of Commerce | $25 | Kim |
| 1-11-XX | Follow up with community flyers sent our previous week Distribute Flyers | N/C | Ginger, Kim |
| 1-15-XX | Contact DCA representative to see if new vouchers are available | N/C | Ginger |
| 1-18-XX | Fax attack to local businesses where prospective residents work, shop | N/C | Kim |
| 1-26-XX | Neighborhood watch monthly meeting 6:00pm | N/C | All Staff |
| 1-31-XX | Plan and submit newspaper ad for February distribution | $150 | Ginger, Kim |
| 1-31-XX | Birthday cards to residents for February | N/C | Kim |
| 1-31-XX | Update Property info on the Rental Access Network | N/C | Ginger |
| Weekly\* | Submit reports to regional on weekly basis of progress | N/C | Ginger |
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| **Feb- XX** |  |  |  |
| 2-01-XX | Distribute January Newsletter | N/C | Kim |
| 2-03-XX | Personal contact to local businesses, distribute flyers, Chamber of Commerce, Wal-Mart | N/C | Kim |
| 2-10-XX | Fax Attack and follow up on flyers distributed to preferred employers, shops in area | N/C | Kim |
| 2-11-XX | Valentine party for kids 5:00pm | $50 | All staff |
| 2-15-XX | Contact DCA representative to see if new vouchers are available | N/C | Ginger |
| 2-17-XX | Plan and design new flyers for March distribution, evaluate | $25 | Ginger, Kim |
| 2-24-XX | Neighborhood Watch program 6:00pm | N/C | All Staff |
| 2-28-XX | Birthday Cards out to March residents | N/C | Kim |
| 2-28-XX | Update property info on Rental Access Network | N/C | Ginger |
| Weekly\* | Submit reports to regional manager on weekly progress and completion of marketing efforts | N/C | Ginger |
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